RISO NewsFlash
Marketing Services

MARKETING NEWSFLASH

Reference #306 **November, 1998**
Item # 1608

Attention: All US Dealer Principals, US RISO Branch Sales Managers, RISO US Regional and District Sales Managers

IN THEIR OWN WORDS: VERTICAL MARKET TESTIMONIALS

SWEETWATER SOUND: WHOLESALE/RETAIL

HILTON SUTTON: PUBLISHING

RISO is pleased to introduce 2 new testimonial segments. These RISO success stories establish instant credibility for RISO Digital Systems and act as excellent sales, marketing and training tools.

Use these testimonials to introduce a prospect to RISO, uncover hidden insights into a vertical market, and to incorporate user "hot buttons" into your sales and marketing presentations. There are literally dozens of creative and productive ways to use these testimonials….and each can help you place more systems.

Visit on site with both the Graphics Manager, and the CEO and President, at Sweetwater Sound, one of INC Magazine's top 500 companies. Hear how the Risograph has helped their business, and their profits, grow.

Next is Hilton Sutton. Hear from the MIS Director how they rely on desk top publishing and the Risograph to communicate on a global scale. Then, a surprise testimonial from the police department next door!

Each testimonial is treated as an individual video so you can target your markets. Or use them both to tell the RISO story in the customer's own words.

RISO is committed to bringing you testimonial videos, and we need your help. If you have a satisfied customer, with a great story to tell on video, and permission from the organization to be on camera, please let us know. Contact Michele Hollingworth at 1-978-739-3551/fax 1-978-777-2517. Meanwhile, order extra videos direct from RISO Customer Service.

Please let us know how we are doing by faxing back the attached survey. Your opinion makes the difference! Thanks.

Testimonial Video Survey

Dealer/Branch_____

Reviewer:_____

When appropriate, please rate the following using a scale of 1-10, with 1 strongly disagree, and 10 being agree strongly.

1. The Sweetwater Sound video will help me sell to my commercial accounts.

Disagree 1 2 3 4 5 6 7 8 9 10 Agree

2. Comments about Sweetwater Sound video….

3. The Hilton Sutton video will help me sell envelope systems to my accounts.

Disagree 1 2 3 4 5 6 7 8 9 10 Agree

4. Comments about Hilton Sutton video….

5. I liked mixing in the Police Dept. with Hilton Sutton.

Disagree 1 2 3 4 5 6 7 8 9 10 Agree

6. I would like to see more testimonial videos.

Disagree 1 2 3 4 5 6 7 8 9 10 Agree

7. Markets I would like to see:

    1.
    2.
    3.

Thanks for your comments. Please FAX BACK to 1-978-777-2517.
Please make extra copies of the survey for every one in your group!